NAEB

PRESIDENT'S MEMO

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

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Florence Agreement

Things are finally moving on the implementing legislation which will allow the U. S. to ratify, at long last, the Florence Agreement.

The major purpose of the Agreement, as you recall, is to make it easier to import educational, scientific and cultural materials. It reduces tariff and trade obstacles to the international circulation of these materials, permitting organizations and individuals to obtain them from abroad with less difficulty and at less cost. It is of importance to educational broadcasters, because the Agreement provides for free importation of materials, including, in addition to publications and documents, works of art, scientific instruments or apparatus, and articles for the blind, visual and auditory materials of an educational, scientific or cultural character.

The Agreement makes importation of these materials easier in three ways. First, it removes direct customs duties completely. Second, contracting states undertake, insofar as possible, to grant foreign exchange for importation of materials covered. Third, it binds contracting states to continue their efforts to abolish or reduce other restrictions and to simplify administrative procedures governing importation of these materials. Some 40 countries have already ratified the Agreement.

The United States participated in drafting the Agreement in 1950; it signified its intention to ratify by requesting that a special protocol be annexed to the Agreement to facilitate its participation.

In 1959 the United States signed the Agreement; the Senate consented to ratification on May 26, 1960. Draft legislation incorporating the necessary changes in the tariff law was then drawn up by the Department of State. The draft bill was submitted during the second session of the 87th Congress by Chairman Wilbur D. Mills of the House Ways and Means Committee. No action was taken on the bill during the 87th Congress.

Because of the passage of the Trade Expansion Act in 1962, certain technical changes are required in the bill before it can be submitted to the present session of Congress. These amendments have now been worked out and a final version of the bill has been cleared for submission to Congress. Once again, the bill will initially be considered by the House Ways and Means Committee.

When a hearing is scheduled, NAEB and other interested parties will be given an opportunity to appear.

The following is the second in a series of "profiles" on agencies with which NAEB is affiliated or which are working in our area of interest.

The Educational Media Council

The Educational Media Council, an incorporated non-profit association, was formed in 1960 to coordinate efforts among professional, governmental and industrial organizations in the educational media field.

Educators and the producers of educational materials and equipment in the media fields are confronted with many mutual and complex problems. Solutions to such problems in the best interests of education frequently call for the combined efforts of a number of national organizations.

NAEB along with 11 national professional and business organizations, each with a primary concern in the educational media fields, initially created the Educational Media Council to answer this need.

The Council meets four times a year

.....to discuss problems relating to the educational media
.....to plan research, conferences, and seminars
.....to arrange for the dissemination of information required for the more effective use and development of the educational media
.....to invite leading representatives from related fields and programs to contribute to the thinking and planning of the Council
.....and to undertake appropriate action programs through working committees.

The EMC enters into contracts, assuming obligations and accepting funds for projects consonant with its objectives. It is as a contracting agent that the EMC receives its basic financial support. The U.S. Office of Education has contracted with the EMC for two major projects:

Educational Media Index...The current urgent need for bibliographic control of new educational media has been expressed by educational and library leaders throughout the United States. A National Directory Project Committee was appointed to plan and execute the production of the Educational Media Index for initial publication in 1962 and continued annual maintenance or revision.

Dissemination Program...The EMC is initiating a series of publications designed to provide school administrators, teachers, school boards and others with well-illustrated, readable information on educational media. This program is being planned by a Dissemination Projects Committee.

Constituent members of EMC are:

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	Charles F. Schuller, Chairman Representative-at-large, Director, Audio-Visual Center, Michigan State University
	Carolyn I. Whitenack, Representative-at-large, Associate Professor, Library and Audio-Visual Education, Purdue University
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American Library Association	Irving Lieberman, Director, School of Librarianship, University of Washington
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Department of Audiovisual Instruction of the National Education Association	James D. Finn, Chief Investigator, NEA Technological Development Project
Educational Film Library Association	Emily S. Jones, Administrative Director, Educational Film Library Association
Electronic Industries Association	Ben Edelman, Assistant Manager, Government-Industry Relations, Western Electric Co.
Learning Resources Institute	Thomas P. Robinson, Consultant, Learning Resources Institute
National Audio-Visual Association	Don White, Executive Vice President, National Audio-Visual Association
National Educational Television and Radio Center	Robert B. Hudson, Vice President for Programming, National Educational Television and Radio Center

National Association of Educational Broadcasters	William G. Harley, President, National Association of Educational Broadcasters
National University Extension Association, Division of Audio-Visual Communications	Lee W. Cochran, Executive Assistant, Extension Division, State University of Iowa
University Film Producers Association	John Mercer, Chairman, Department of Printing and Photography, Southern Illinois University

Close Call for ETV Supplemental

Last week after the House, which was expected to be the only source of opposition, had approved the appropriation of $1\frac{1}{2}$ million for funding the ETV facilities act for the balance of fiscal '63, the Senate Appropriations Committee knocked it all out! Reason: the Subcommittee was given to understand that HEW would not be able to get out the rules and regulations governing applications for grants until June 15--only two weeks before the end of the fiscal year! Accordingly, Senator Pastore and his colleagues felt there would be insufficient time in which to spend the money in '63 and recommended that no supplemental appropriation for ETV be made.

Actually, HEW has had the rules and regulations all typed up, approved, and read to go for months; it could not get them printed or distributed in advance, because technically the HEW-ETV Administration isn't "in business" until Congress appropriates funds.

Secretary Celebreeze immediately addressed a letter to Senator Magnuson, with a copy to Senator Pastore, explaining the situation and indicating that HEW stood ready to distribute the rules and regulations within 24 hours.

Senator Pastore agreed to accept a motion to restore the amound recommended by the House and today (Wednesday), in the absence of Senator Magnuson, Senator Humphrey made the floor speech and requested that $1\frac{1}{2}$ million be added to the Supplemental Appropriations Act for 1963. His proposal carried the endorsement of Senators Dodd, McGee, Magnuson, McIntyre, and Cotton.

The total bill, of which ETV is a part, will now go to conference*and, with luck, might reach the President's desk for signing this weekend.

Many ETV people, who communicated their concerns to their senators, can share the credit for helping to bring off this salvage job.

*The Senate session differs in that it allocates $40,000 rather than $75,000 for staff salaries.

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